

## Thames Broadcasting Station, Station WNLC, New London

The Thames Broadcasting Corporation was originally incorporated in 1935. In that year an application was filed with the Federal Communications Commission for a construction permit to build a radio station in New London. This construction permit was granted the following year and on September 13, 1936, or just ten years ago, Station WNLC began broadcast activities with Gerald J. Morey as general manager.

At its inception Station WNLC established a policy of offering not only programs of entertainment but a very large percentage of public service programs and activities of importance and service to New London and the Eastern Connecticut area and are very proud of the fact that even through the most trying days we have just passed, this program of activities in the public interest was maintained.

In 1936 the station began operation as a 100-watt daytime independent station. The year following WNLC became affiliated with the Mutual Broadcasting System and the Yankee Network as a supplementary station. In 1938, in common with so much of New London, the station felt the impact of the hurricane when the tower and transmitting plant were completely destroyed. These, however, were rebuilt within two weeks and once again WNLC was on the air. In 1939 WNLC became a fulltime station, operating on the average of seventeen hours a day with some of the top nighttime Mutual programs and in 1940 WNLC was permitted to increase its power. In 1942 the Connecticut State Network was organized with several of the leading stations of the State, including WNLC, as members. The purpose of this network is to have complete state coverage for special programs of interest particularly to Connecticut and was designed as an added service to the community.

The eventual coming of Frequency Modulation, or FM broadcasting, was early foreseen by the directors of The Thames Broadcasting Corporation and in 1941, plans were made to apply for an FM station. These plans were set aside for the duration of the war, but in 1944 an application was filed with the Federal Communications Commission for a Frequency Modulation construction permit. This permit was granted in January of 1946 for a 20,000 watt FM station and it is expected to have this station in operation early in 1947. This will place WNLC-FM in a category with the more powerful stations.

Another milestone was passed in 1945 when the station was made a basic part of the Mutual network



Gerald J. Morey is president of The Thames Broadcasting Corporation which operates Radio Station WNLC, offering radio service to the entire Eastern Connecticut area with studios and transmitter in New London.

family. Now Station WNLC is looking forward to completely new studios and offices for simultaneous regular or AM operation and FM operation, to be completed on the second floor of the Mohican Hotel this Fall.

The plans for the years to come include even later services and fulfillment as an even more integral part of the Eastern Connecticut community. These plans include the latest in modern broadcasting methods such as on the spot wire recordings of news and other events of interest to the area, television and other entertainment developments.

The directors of the Thames Broadcasting Corporation pledge themselves to be in the forefront in developing radio service and entertainment for their neighbors in Connecticut.

### Less Women Workers

Washington, D. C.—The proportion of women workers in production since the end of the war has dropped to a point slightly higher than that before the war, the Bureau of Labor Statistics announces.

They have gained in durable goods industries and have retained part of their wartime gains, which accounts for 13 per cent of the present employment instead of the prewar 9 per cent in that field. A high point of 24.8 per cent was reached by women workers in durable goods in September, 1944.

### New Table Tricks

There's news in the furniture world! You'll be seeing Reynolds Metals new aluminum dinette set whose table is so versatile, it opens up as many possibilities as a can opener! The trick? It's so light in weight (yet heavy in duties) that the frailest miss can move it about with scarcely a muscle ripple. It weighs 18 pounds... just about as much as a year-old Junior... and gives ample elbow room to four people, or six can gather 'round when the 30 to 42 inch top is extended with its 12-inch leaf. And that top is made of moulded plywood with a natural finish, a smart modern top for the smart modern tubular aluminum frame. Use it for eating in the kitchen, the dinette, porch or lawn. Use it for cards, for sewing, for general sit-down-at-the-table jobs. It's the kind of furniture that's at home in any part of the house. When you draw up the matching chairs, they are light as feathers, too, weighing six and a half pounds each, made from the same gleaming aluminum tubing as the parent table, with smart red, green or lemon yellow leatherette upholstered seats and back. What does all this swishness and lightweight cost? Well, under the century note, and it's an investment with a long, useful future!

### Friend of Labor Is

An Enemy of Communism.

### Likes Sailors



Uncle Sam thinks 21-year-old Mary Lou Llewellyn, above, went a bit too far in her liking for sailors. A U. S. commissioner in Philadelphia held her in \$300 bail on charges that while married to one sailor, she wed another, collecting allotments from both. She is also said to have married a merchant marine seaman.

## Almack Co. New and Important Eastern Connecticut Industry

The Almack Company was incorporated in December, 1945, for the purpose of buying, selling, erecting, overhauling and reconditioning textile machinery, 50% of which is for export.

"We have set this up as a permanent business," declares W. S. Hill, vice president, "and employ four salesmen and 15 in our mechanical department. The offices are the same as the Hill Woolen Mills, Inc., as this company has the same directors as the Hill Woolen Mills, Inc."

The Eastern Conn. News, dedicated to good Labor-Management relations, wishes to congratulate this new company in their faith in Eastern Connecticut and for their expansion in business that benefits Labor and Management alike.

### Mae Meets Muscle



"Mr. America," who is 22-year-old Alan Stephan, of Cicero, Ill., has a Hollywood rival who sneers at him as a "musclebound mess," but Mae West, considered something of an authority, thinks Alan's a bit of all right. Above, in their recent Chicago meeting, Mae pats his biceps and declares that he should be called "Mr. Absolutely Everything."

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